salesforce.org
nonprofit
cloud

Gain a Unified View of Giving to Drive Fundraising Performance

As nonprofits look to grow their mission, it is important for them to have a central place for tracking all aspects of their constituent relationships. Fundraising Solutions from Nonprofit Cloud, bring best in class CRM technology to nonprofits to do just that - track all your donor information in one place, and build stronger relationships with your donors that can have a dramatic positive impact on your fundraising productivity.

LET'S TAKE A CLOSER LOOK AT WHAT IT MEANS TO HAVE A UNIFIED VIEW OF GIVING

NONPROFITS AND DONORS BENEFIT FROM
HAVING A UNIFIED VIEW OF GIVING

HOW YOUR NONPROFIT BENEFITS:

· One connected source of truth across all your systems for a single and unified view of your donors, volunteers and grantees

· Increased transparency and accountability for external and internal stakeholders

· Higher efficiency and productivity and less time spent on manual tasks
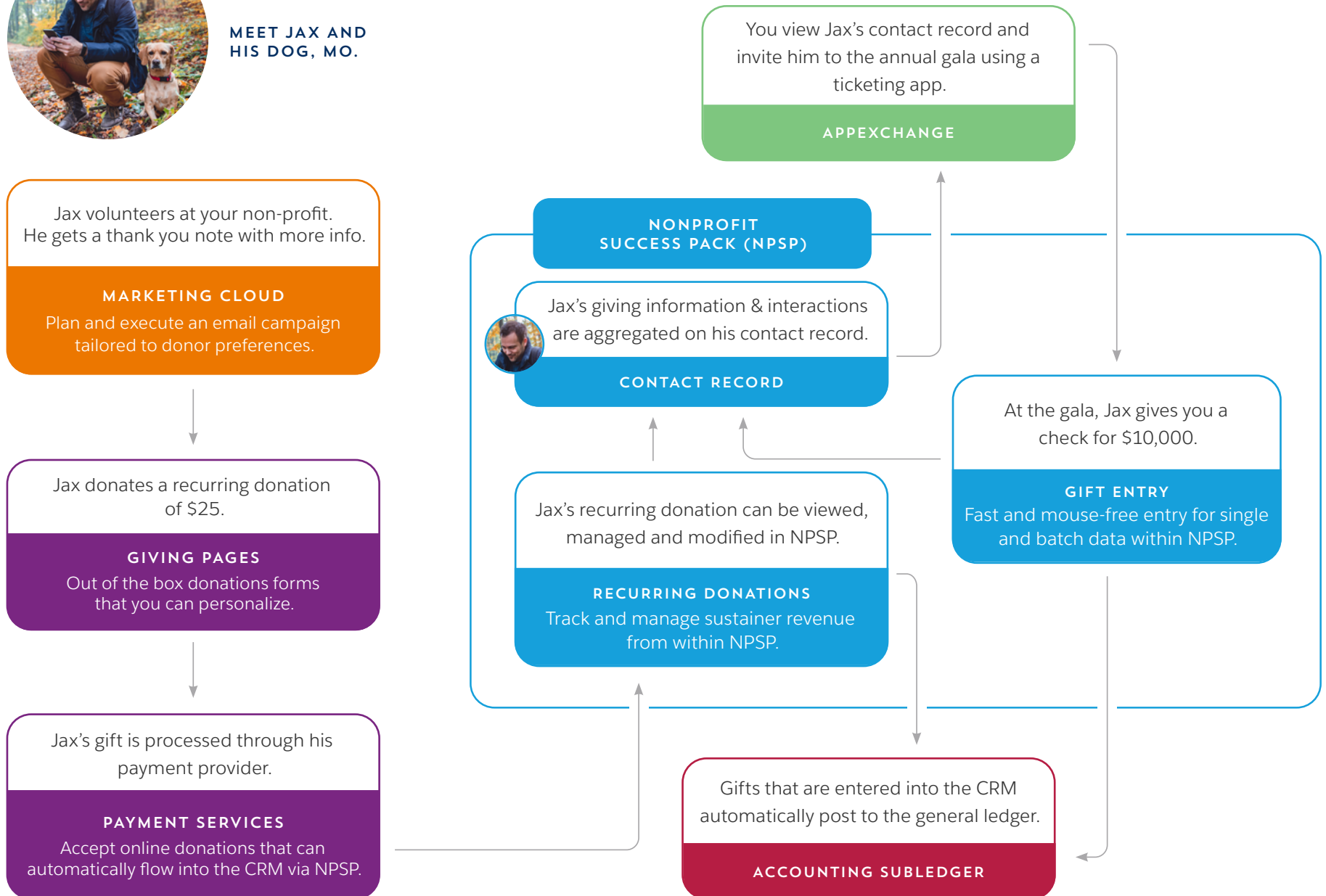
HOW YOUR DONORS BENEFIT:

· Easy and seamless giving experience

· Personalized content that is relevant, actionable and timely

· Acknowledgment that they are valued and that their donation makes a big difference

A DONOR'S JOURNEY WITH NONPROFIT CLOUD CAPABILITIES

This is example of a donor's journey that uses that uses the capabilities of Nonprofit Cloud.
See the next page for more details on the products and features presented here.

MEET JAX AND HIS DOG, MO.

Jax volunteers at your non-profit. He gets a thank you note with more info.

MARKETING CLOUD
Plan and execute an email campaign tailored to donor preferences.

Jax donates a recurring donation of $25.

GIVING PAGES
Out of the box donations forms that you can personalize.

Jax's gift is processed through his payment provider.

PAYMENT SERVICES
Accept online donations that can automatically flow into the CRM via NPSP.

NONPROFIT SUCCESS PACK (NPSP)

Jax's giving information & interactions are aggregated on his contact record.

CONTACT RECORD

Jax's recurring donation can be viewed, managed and modified in NPSP.

RECURRING DONATIONS
Track and manage sustainer revenue from within NPSP.

You view Jax's contact record and invite him to the annual gala using a ticketing app.

APPEXCHANGE

At the gala, Jax gives you a check for $10,000.

GIFT ENTRY
Fast and mouse-free entry for single and batch data within NPSP.

Gifts that are entered into the CRM automatically post to the general ledger.

ACCOUNTING SUBLEDGER

LEARN MORE ABOUT FUNDRAISING SOLUTIONS FROM NONPROFIT CLOUD

NONPROFIT CLOUD

Nonprofit Cloud is set of solutions for nonprofits that give them a 360-degree view of their mission. With solutions for Fundraising, Marketing and Engagement and Program Management, nonprofits use Nonprofit cloud to realize the potential of the Salesforce CRM.

LEARN MORE

NONPROFIT SUCCESS PACK (NPSP)

The foundation of Nonprofit Cloud is an app called NPSP. NPSP adds prebuilt constituent and donor management components to get you up and running on Salesforce, faster. NPSP is flexible, open source and built for and by the nonprofit community.

LEARN MORE

ACCOUNTING SUBLEDGER: ENABLE GREATER ACCOUNTABILITY AND TRANSPARENCY

Accounting Subledger prepares your fundraising information for your accounting system. It connects fundraising and finance by ensuring consistent revenue and accounting data across all your activities.

LEARN MORE

ELEVATE SUITE: INTEGRATED FUNDRAISING SUITE TO REACH AND ENGAGE SUPPORTERS

Salesforce.org Elevate is a fundraising suite that helps nonprofits grow support and maximize impact. It includes Salesforce.org Payment Services, and Giving Pages – all seamlessly integrated into NPSP.

LEARN MORE

GIFT ENTRY: SIMPLIFY AND EXPEDITE DATA ENTRY

Gift Entry is a feature within NPSP that allows users to enter batch and single gifts, easily and efficiently.

LEARN MORE

RECURRING DONATIONS: STREAMLINE MANAGEMENT OF SUSTAINED GIVING

Recurring Donations is a feature within NPSP that streamlines entry and management of recurring gift data.

LEARN MORE

APPEXCHANGE: QUICK AND EASY WAYS TO EXTEND YOUR CAPABILITIES

AppExhange provides thousands of solutions that install in a few clicks and extend your CRM capabilities to include peer to peer giving, ticketing, etc.

LEARN MORE

LEARN MORE ABOUT FUNDRAISING SOLUTIONS FOR NONPROFITS

CLICK HERE